

**Edina Art Center Board Meeting
Meeting Minutes
City of Edina, Minnesota
Edina Art Center Studio 14
May 26, 2011
4:30 P.M.**

I. Call to Order

Mr. McCabe called the meeting to order at 4:35 pm

II. Roll Call

Members Present: Bill McCabe, Colin Nelson, Ruth Valgemae, Dana Lappin, Hafed Bouassida, Thomas Raeuchle

Members Absent: Maria DePesa, Barbara LaValleur, John Swon, Renee Usem, Thea Zerbe

Staff Present: Diana Hedges, Phil Johnson, Michael Frey

III. Approval of Meeting Agenda

Mr. McCabe stated agenda is approved by consensus.

IV. Adoption of Consent Agenda

Mr. McCabe stated at the request of City Hall, we are standardizing meeting agendas. An item is raised for approval only if there is a request to raise the item for approval.

A. Approval of Minutes

The minutes as distributed are approved by consensus.

V. Community Comment

No members of the community were present, only board & staff.

VI. Reports

A. Edina Public Art Committee Report

Ms. Valgemae reported for the Edina Public Art Committee. The sculptures have been installed at the Promenade and Grandview Square. The Exhibition Opening Reception is June 15, 2011 from 5-7pm at Pinstripes. Ms. Lois Ring is the current chair. An article about the exhibition will appear in the August issue of The Edina Magazine.

Ms. Amy Kerber submitted an online application to the Tiffany Foundation for a donation. EPAC will be notified of results in 6-8 weeks.

A meeting of the Veterans Memorial committee was held April 15th. The call for sketches for sculpture design was sent by e-mail and regular mail to the sculptor list. A \$500 stipend

from the Edina Golden K Kiwanis was received for entries with two entries being received so far.

Mr. Brad Benn will retire with his last day being the June 15th Reception. Mr. Mark Lidke, a new member will replace Mr. Benn and was approved at the March 2011 meeting.

The EPAC voted unanimously to approve of Chip Jones as a new member of EPAC. Ms. Valgemmae MOVED THE EDINA ART CENTER BOARD APPROVE CHIP JONES AS A MEMBER OF EPAC. Mr. Bouassida SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

Ms. Valgemmae stated that City Council had approved the mosaic project on the York Avenue Bridge. Ms. Hedges commented the unveiling would be September 10th, 2011 at 2pm during Fall into the Arts Festival. Bike Edina Task Force will be at the ceremony. Thanks to Mr. John Keprios for his help. Ms. Valgemmae had a question about the EAC/EPAC Relationship Document and wanted confirmation to use the document as is until the EAC By-Laws were updated. The point was confirmed.

Ms. Dana Lappin passed around a self-published book by Board Member Barbara LaValleur. Ms. LaValleur communicated to Ms. Lappin that she thought that this type of book could be used at City Hall for public sculptures. Mr. Bouassida questioned the costs involved in producing the book and asked if EPAC would be raising the funds.

B. Edina Film Festival

Mr. McCabe reported in Mr. Swon's absence on the Film Festival. Mr. McCabe reported that an initial donor had interest in the festival, and the festival might be scaled back to a 1 day event.

C. Members' Juried Show

Mr. Frey reported on the Juried Show in Ms. Usem's absence. Both judges for the 2011 Members' Juried Show had been selected. Mr. Donovan Palmquist, a potter influenced by British and Japanese folk pottery, and Mr. Brian Lewis, a realist painter trained by Mr. Richard Lack of the American Society of Classical Realists. Mr. Lewis is also a guild member of the society. The opening reception is Thursday, September 29th, 2011 from 5-8pm at the Edina Art Center. The Juried Show Committee is in the process of preparing a donor letter and gift bags to be sent to previous donors. The committee meets again on May 31st and meets every 2 weeks.

Mr. Raeuchle asked about advertising for the Juried Show. Mr. Frey responded that advertising was done several ways. The Art Center Spring & Summer brochure with entry form, e-mail blast to members, Facebook, TV presence at City Hall. Mr. Raeuchle commented on new ways to increase membership. Mr. Bouassida commented that the issue was not the opening but after the opening. He stated advertising needed to continue after the opening to remind people during the six weeks the Juried Show is in the EAC gallery. Mr. Raeuchle stated an open house with a featured artist is an idea. Mr. Frey stated he would bring the ideas to the Juried Show Committee.

D. Ways & Means Committee

Mr. McCabe stated there had not been a Ways & Means Committee meeting since the last board meeting. Mr. Bouassida had a question if the Ways & Means Committee continued,

and what was on the agenda. Mr. McCabe confirmed the Committee continued and stated another meeting would occur in the next few months.

E. Membership

Ms. Lappin reported on the EAC Membership Committee as new chair of the committee. She stated that new members and membership renewal letters had been updated. She spoke of a plan and strategy to increase membership. She asked board members to take an active role in seeking new memberships, with a goal of 5 new members in the next year. A second strategy was to identify and visit different clubs board members might belong to. She talked about the creation of cards with EAC phone numbers, membership benefits, website information that could be handed to interested individuals. People could register in person, online or over the phone and that individual memberships are as low as \$30.00. Another strategy was to visit the city oriented groups that were present at the Volunteer Awards for the City of Edina. Mr. Raeuchle offered the idea of a 7 week membership drive. Mr. Nelson offered the idea of tying the membership drive together with the juried show, possibly with the idea of having a special reception for new members. Ms. Lappin spoke of the Peggy Kelly Media Arts Studios at the EAC. She spoke of the features of the media studio with video transfer and duplication. She spoke of Phil Johnson of the Media Studios and herself visiting groups as a team to increase Media Studio business and membership.

Ms. Hedges mentioned talking to Mr. Jim Bentley of Golden K Kiwanis about membership and thanking the Golden K Kiwanis for their \$500 donation to the Veterans' Memorial project. Ms. Valgemae recommended visiting the Morningside Women's group in September. Mr. Raeuchle asked about the current number of members. He stated gaining a certain number of new members and meeting a membership goal. Ms. Hedges replied the number varied between 1100 and 1300. Mr. Bouassida stated the in terms of membership renewals are as important as new members. He asked for a clarification about board members and membership and the city requirement. Mr. McCabe answered that it was not a city but EAC board requirement that all EAC Board Members also have EAC Memberships.

Ms. Hedges stated that we try to increase our Edina members by special offers. For example, summer camp prices are \$74 for non-members, \$64 for members and only \$54 for Edina Resident Members.

Mr. McCabe stated that the EAC By-laws appear on the agenda as a continuing item as the city is in the process of making all by-laws uniform.

VII. Correspondence and Petitions

Mr. McCabe stated there was no correspondence needing the board's attention.

VIII. Chair and Board Member Comments

Mr. Raeuchle stated that he had been working with marketing intern, Katie Willingham. She is a graduate of Macalester College with a degree in English and will be working 2 days each week. She is involved in increasing the Edina Art Center's internet presence. Mr. Raeuchle asked her to look at the distribution list for our brochures and catalogs, and Ms. Willingham offered to make the Edina Art Center's Facebook page livelier.

Mr. Raeuchle MOVED TO ESTABLISH A LONG RANGE PLANNING WORKING GROUP AS PART OF THE EDINA ART CENTER. Mr. Nelson SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

Mr. Raeuchle led discussion that the group would spend time looking at where the Edina Art Center would want to be in the next several years, what the focus would be, and how the EAC would be recognized in the community. Mr. Raeuchle spoke of the organizational form of the Edina Art Center as a city enterprise operating since 1977, finding a place in the community and establishing a strong reputation in painting, ceramics, drawing and media arts. It serves a loyal and dedicated demographic, has about 1100 members, roughly 30% of the clientele resides in Edina, and the rest from surrounding communities. Mr. Raeuchle spoke of the Edina Art Center covering 75% of its operating cost with the shortfall covered by donations and transfers from city enterprises that are projected to increase in coming years. Mr. Raeuchle spoke of the challenges the long range planning working group would be to engage in a long term planning exercise with an eye towards reaching a broader demographic in the community and expanding or adjusting our offerings to ensure the Edina Art Center lived within its means and served the community well. Mr. Raeuchle agreed to lead the Long Range Planning Working Group.

Mr. McCabe mentioned his attendance at a meeting on May 3rd , 2011 of the chairs of the boards and commissions of the city. One item mentioned was the agenda, and the minutes of meetings in a standard format. The City Council Report/Recommendations Work Session memo from Scott Neal, City Manager dated May 2, 2011 was distributed. Mr. McCabe mentioned that working groups, subcommittees, task forces are methods used by many of the boards and commissions to involve non-board and commission members in work and is very effective. EPAC is an example of the type of committee mentioned. The final item was the website and internet presence.

IX. Staff Comments

Ms. Hedges expressed the need for volunteers at the upcoming Edina Art Fair. In addition there is one open board position. She requested board members confirm receipt of e-mail information. Also that Donovan Palmquist of Master Kiln Builders is building the new kiln with funds coming from the capital improvement plan and Sandra Shaughnessy is in charge of the project. She mentioned working with Detective McKenzie of the Edina Police Department on an innovative art project about drunk driving that killed an Edina resident in 2010.

Mr. Johnson reported about attendance at Youthtech computer camps. One camp is filled, but there are still openings in other camps.

Ms. Valgema MOVED FOR THE MEETING TO BE ADJOURNED. Mr. Bouassida SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY. **Meeting adjourned at 5:50pm.**